

## NMR AS AN ESSENTIAL DETECTIVES' TOOL FOR SOLVING CHALLENGES FROM INDUSTRY AND PRACTICAL USES

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This talk showcases several examples where NMR is used to solve challenges from the industry, including component identification, product and method development. Other practical uses of NMR in polymer chemistry like calculation of reactivity ratios and determination of monomer content are discussed. Beside NMR results, results of other techniques are shown to complete the holistic approach to solving different challenges.

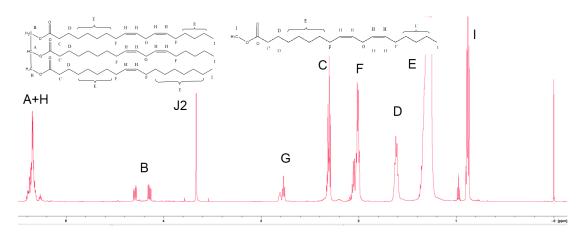


Figure 1. <sup>1</sup>H NMR of triglyceride and methyl fatty acid ester

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